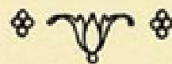






*In this Book
no attempt has been
made to elaborate upon
the merits of Dodge Brothers
Motor Car. Through the use of
familiar illustrations we have
endeavored to present it to you
in a way that would make it
as attractive as it really is
without exaggeration
in text or picture*



**DODGE BROTHERS
DETROIT**

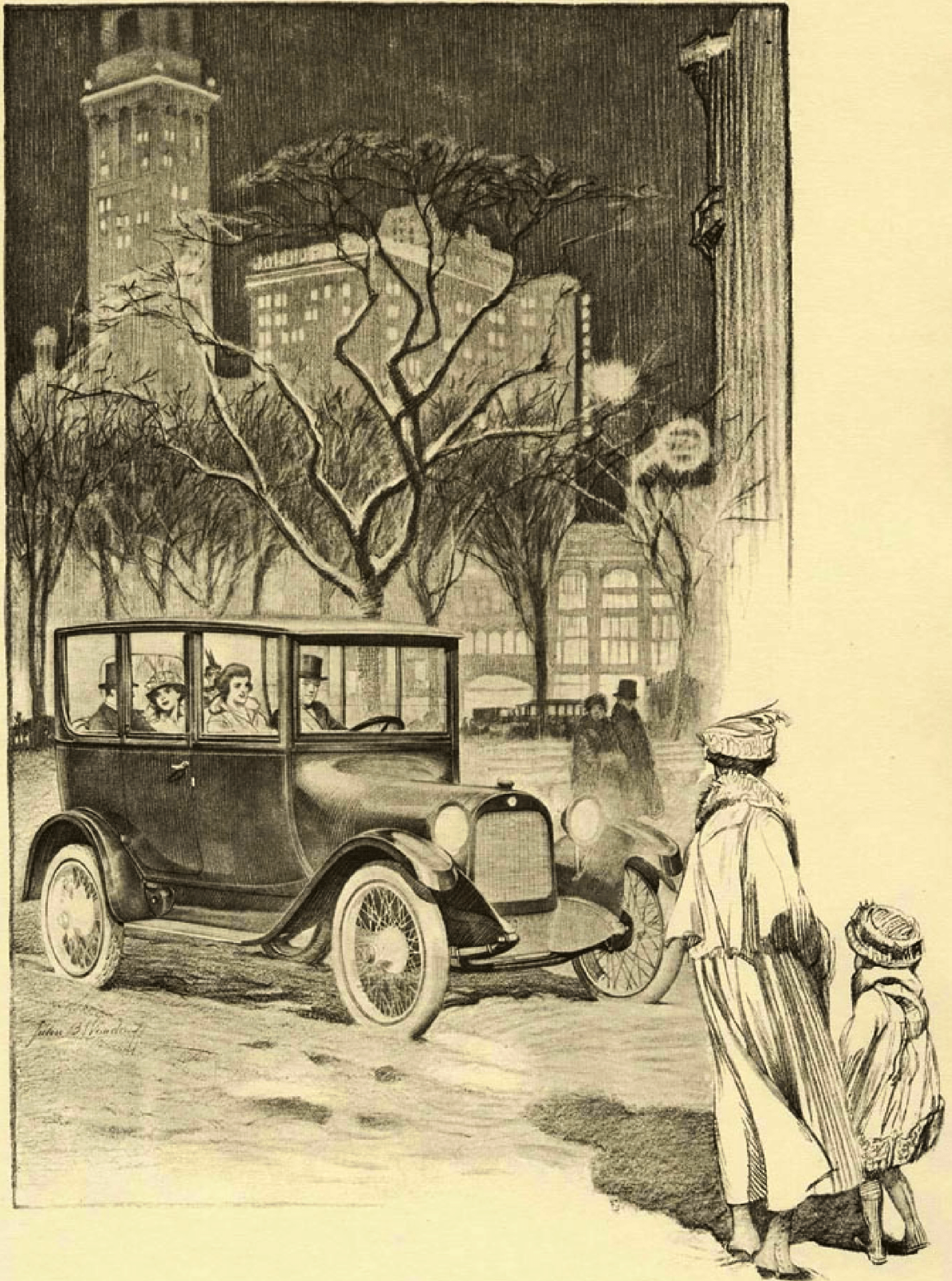


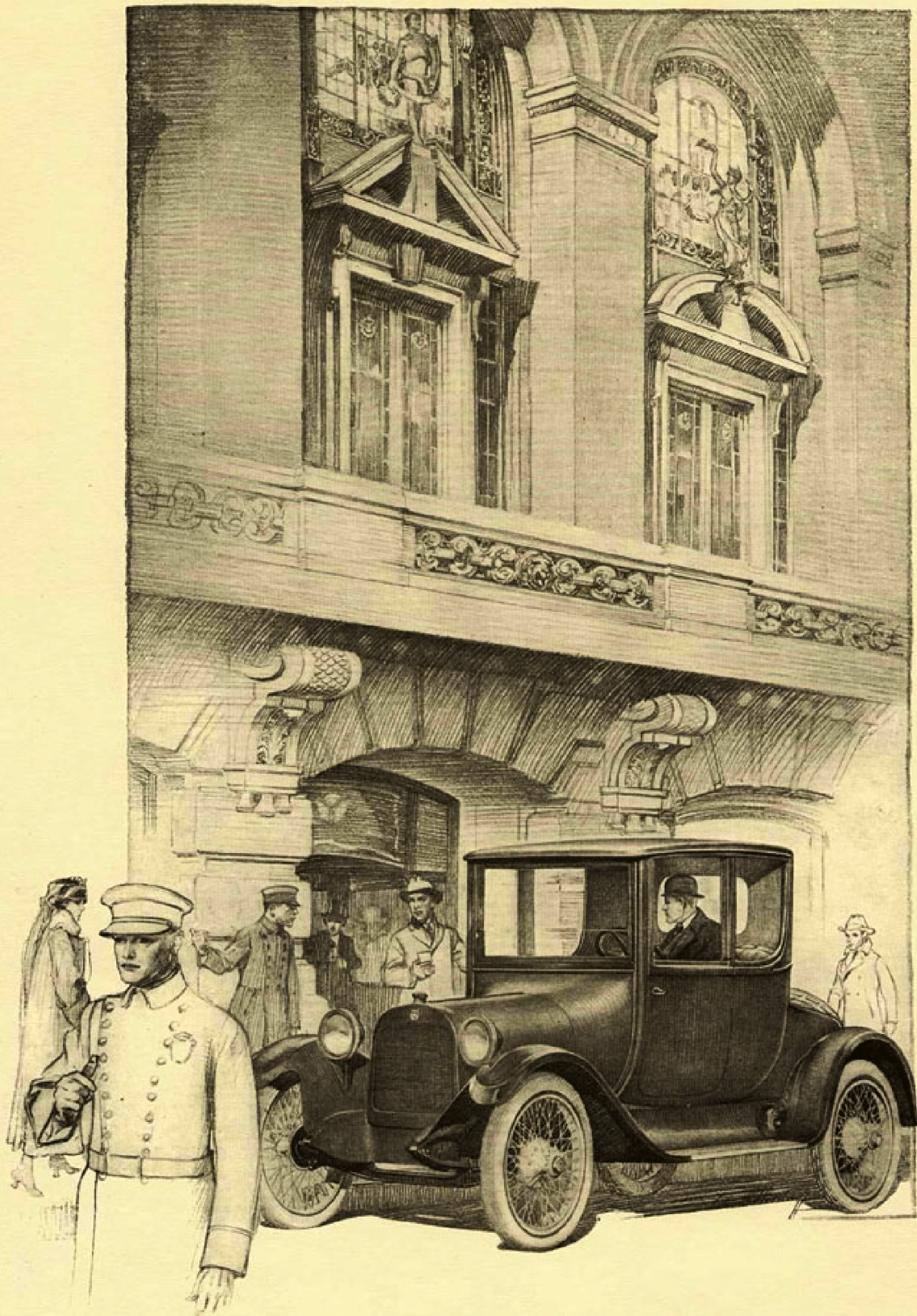
























IN A LITTLE more than two years, more than \$90,000,000 worth of Dodge Brothers Motor Cars have been built and sold. These cars have gone into every State in the Union. They have rendered satisfactory service on practically every road in the country.

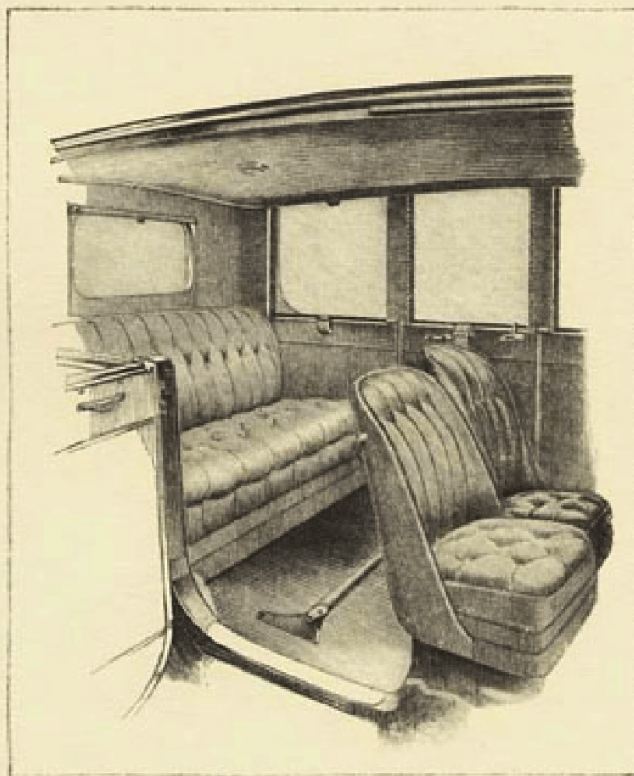
Wherever you may live or go, you will find owners of Dodge Brothers Motor Cars.

Nothing that we might say of the car would be as impressive as what people think and say of it everywhere.

Its standing in your own community is as strong a recommendation as you could seek.

It is perfectly safe to refer you for information to your own friends and neighbors because the car is noted for the same things in one section as in another.

Every time one of these cars goes into a home it becomes an intimate part of the family life of that home. Its goodness is alone responsible for the unusual demand that has existed from the beginning.



Its reputation for steady, consistent performance is so well and universally established that it is taken for granted.

Dealers are called upon less and less frequently to point out to prospective buyers the excellence of the several mechanical features.

Their efficiency and the riding qualities of the car are generally conceded.

In the same way, the reputation of the car for economy is so well understood that the dealer rarely has to dwell upon that subject. The beauty of the finish and its

permanency—resulting from Dodge Brothers' unique process of baking the enamel on the steel body—are equally well known.

People everywhere know these things, just as they know that the car is unusually long-lived, and that it always commands a high price when it passes from one owner's hands to another, after thousands of miles of use.

So that there is no call for us to burden you with praises of the car.

Its record is an open book, and its standing in every motoring community in America exceptionally high.

You can find out why this is so from what people are saying about the car all around you.

The name on the radiator is accepted everywhere as a voucher of value.

When the first formal announcement was made to the public two years ago, we said of the car: *It speaks for itself.*

That is even more strikingly true today than it was then.

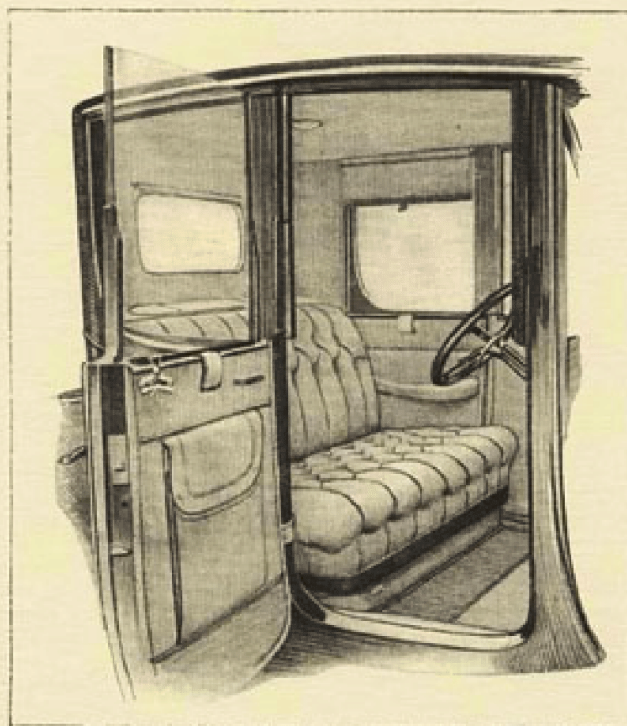
For that reason we have confined ourselves herein largely to pictures and to precise information.

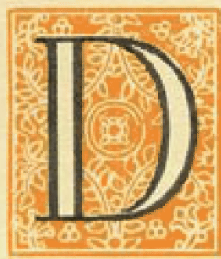
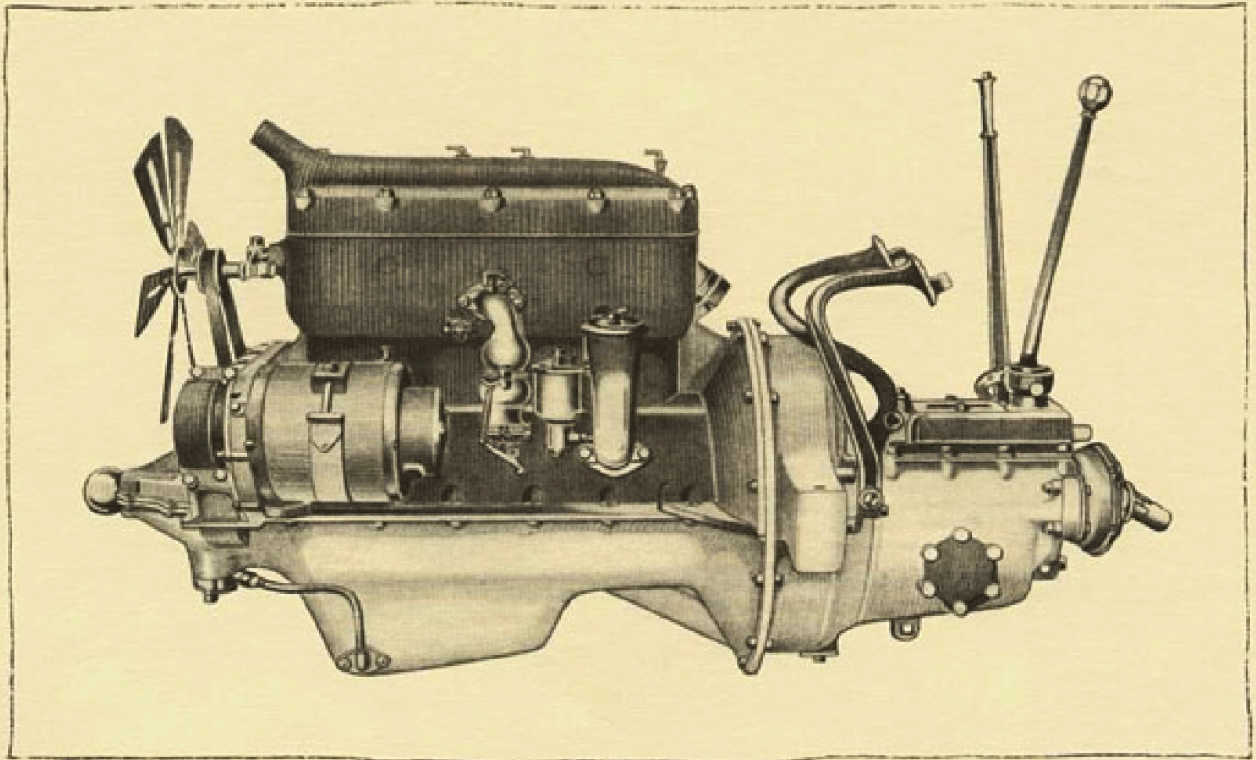
Dodge Brothers believe that the permanence and stability of their business depend upon the confidence people feel in the car and the two men who build it.

Therefore, their entire time and thought are devoted to making the car better and better.

You may be sure that any car bearing Dodge Brothers' name conforms to the standard they have set for themselves.

It goes without saying that Dodge Brothers will never do anything or permit anything to be done which might jeopardize the standing of the car with the American public.





ODGE BROTHERS MOTOR CAR has demonstrated its goodness to the satisfaction of the public.

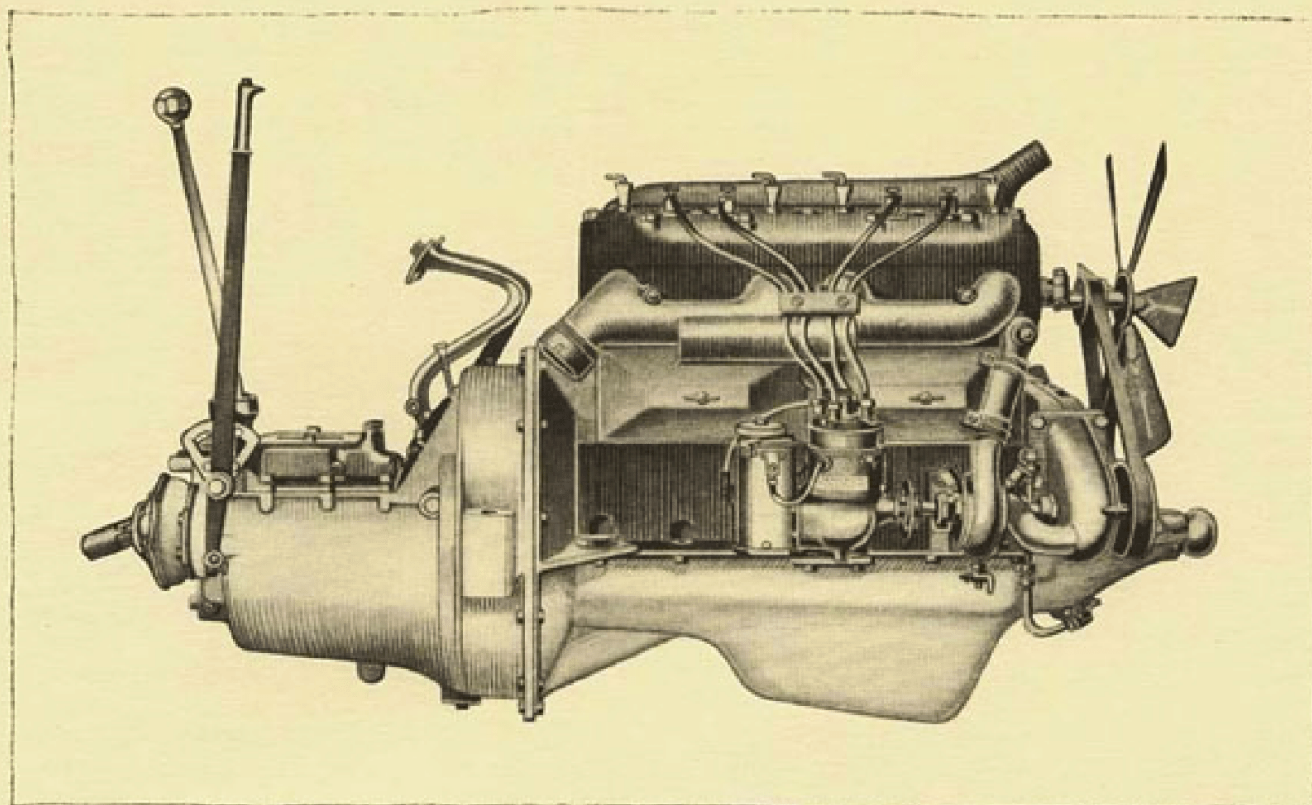
People have arrived at the conclusion that the Dodge Brothers give the manufacture of the car an unusual degree of personal attention; and that the car is right, down to the smallest detail.

All vital parts subject to strain are made from the costliest Chrome Vanadium steel; while drop forgings and drawn work are used extensively instead of castings.

The 30-35 horse-power motor, the electric lighting and starting system, the full-floating rear axle with spiral bevel gears, the one-man top and Jiffy curtains, are all indications of unusual value.

The finish and equipment are of a high degree of refinement, as evidenced by the black enameled instrument board, the real grain leather upholstery, and the permanent lustre of the enamel baked on to the steel body.

The pressed steel fenders are singularly beautiful; the cowl, graceful; the radiator shapely. There is a true streamline effect from tonneau to radiator.



Competent performance, unusual gasoline and tire mileage, and marked freedom from repair are common characteristics of all Dodge Brothers Motor Cars. They are the result of strength added to lightness, and balance added to both.

Dodge Brothers Roadster differs from the Touring Car only in body design. It is an ideal car for two, with generous lounging room and luggage room. Its grace of line and design leaves nothing to be desired.

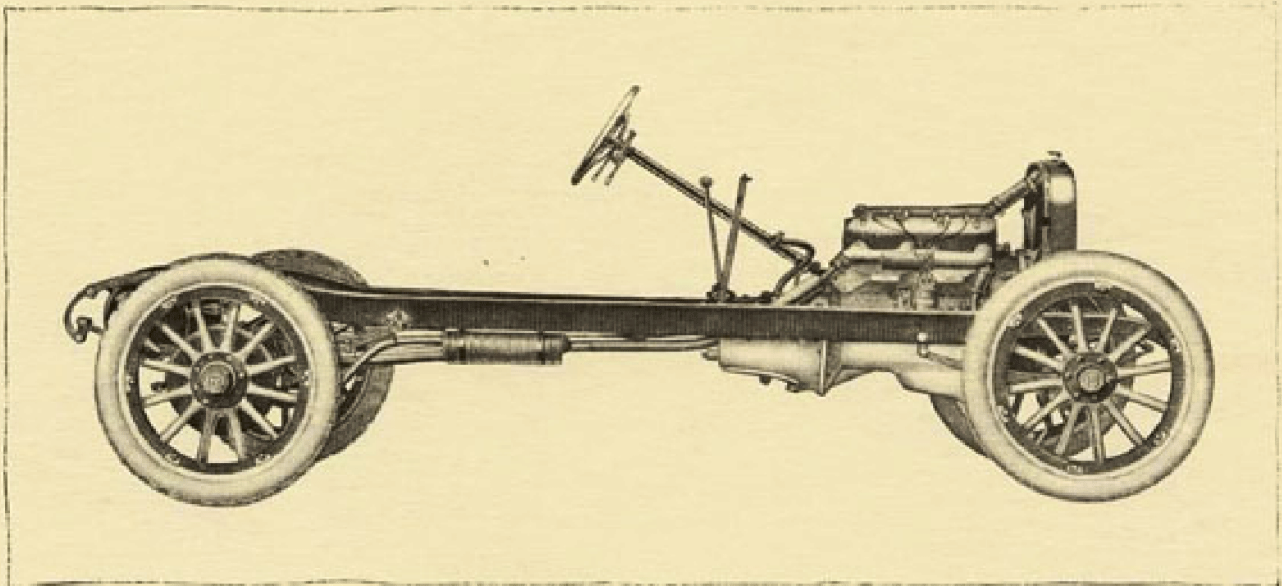
Dodge Brothers Closed Cars, built completely in Dodge Brothers' works, are but another example of fine manufacturing practice.

As enclosed cars of exceptionally fine coach work, they convey a lasting impression of comfort, quality and refinement.

As open cars, the windows disappear but remain readily accessible, and their supporting pillars are removable, so that there is no obstruction from windshield to rear panel.

The upholstering throughout is in high grade cloth.

In this type, as in all Dodge Brothers Motor Cars, efficiency and economy are outstanding features.



Engine—30-35 H. P. 3-point suspension unit power plant. Compression 64 pounds per square inch. 380 R. P. M. at 10 miles per hour on direct drive.

Cylinders—4-cylinder "L" head, cast en bloc with removable water cooled head. $3\frac{3}{8}$ -inch bore x $4\frac{1}{2}$ -inch stroke. Firing order 1-3-4-2.

Connecting Rods—Drop forged Chrome Vanadium steel "I" section— $9\frac{1}{8}$ -inch center to center of bearings.

Crank Shaft—Drop forged Chrome Vanadium steel; connecting rod bearing diameter, $1\frac{1}{2}$ inches, $1\frac{1}{8}$ inches long. Diameter of main bearings $1\frac{5}{8}$ inches. Front $2\frac{1}{4}$ inches long, middle $2\frac{1}{4}$ inches long, rear $2\frac{1}{4}$ inches long, bronze shell babbitt lined bearing bushings used.

Oiling—Eccentric pump, driven by spiral gear on crank shaft, feeding to oil pipe located along roof of crank case. Pipe is drilled to throw jets of oil into troughs for connecting rod dippers and into pockets for cam shaft bearings. Main bearing pockets supplied by splash feed. Splash feed to pistons and piston pins. The oil runs back into the oil pan, is strained and the circulation repeated.

Cooling—Water—circulated by centrifugal pump driven at crank shaft speed. Tubular radiator. Six-blade pressed steel fan, belt driven from pump shaft; adjustable bracket to take up belt stretch.

Valves—On right side of engine— $1\frac{1}{8}$ -inch clear opening, $\frac{1}{8}$ -inch lift. Chrome Vanadium steel.

Carburetor—Stewart—Special design automatic air valve type. Fitted with hot air tube and shutter. Intake passage between cylinder No. 2 and No. 3.

Ignition—Delco ignition distributor; automatic spark advance.

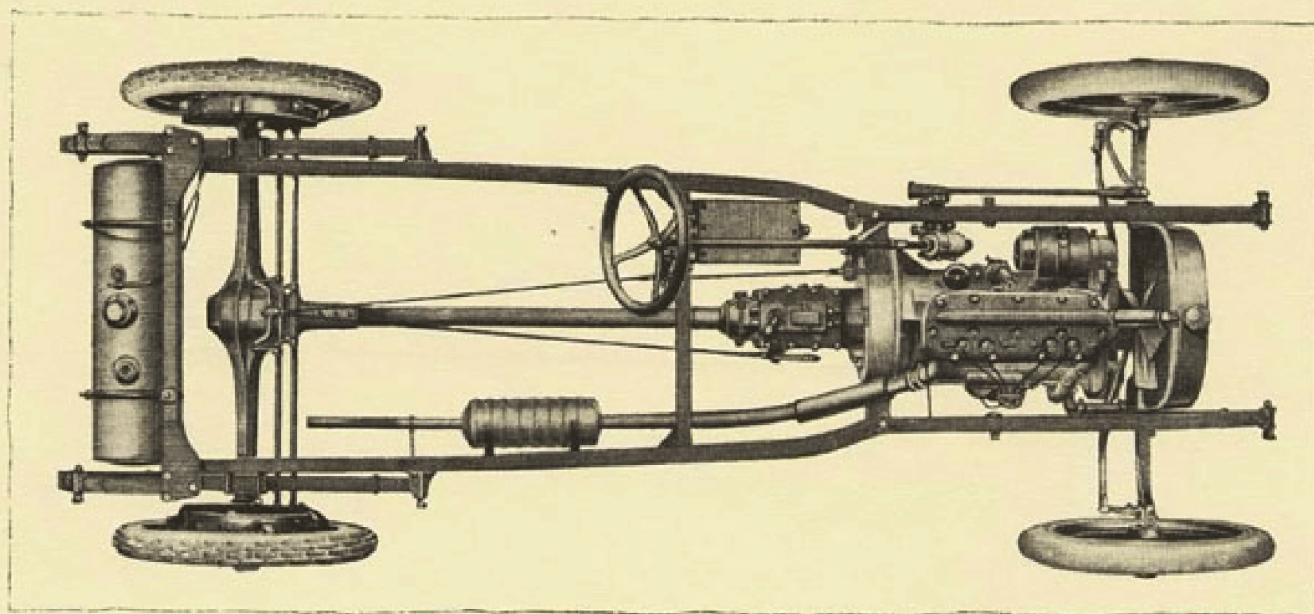
Starter—12-volt North East single unit starter generator, silent chain driven from crank shaft.

Battery—Willard 12-volt storage battery; located in pressed steel box under front floor boards.

Fuel System—Vacuum feed. Fuel tank suspended at rear, capacity 15 gallons, equipped with gauge.

Control—Levers in center of car—mounted on transmission case. Control lever on ball pivot with locking device for each speed. Emergency brake lever to right of control lever. Clutch pedal for left foot. Brake pedal for right foot. Accelerator pedal for right foot. Starter pedal center of toe board. Spark and throttle levers under steering wheel.

Instrument Board—60-mile speedometer driven from transmission. Total and trip mileage recorder. Oil pressure gauge. Locking ignition and lighting switch. Current indicator. Carburetor dash control. Glove locker and instrument lamp.



Transmission—Selective sliding gear type giving three speeds forward and reverse.

Clutch—Dry multiple disc. Ball thrust release mechanism.

Universal Joint—Ring and yoke type. The ring carries four large bushings, in which the yoke trunnions oscillate.

Rear Axle—Full-floating spiral bevel gear type. Pressed steel housing $\frac{1}{8}$ -inch thick, with removable cover giving access to differential and bearings. Differential four bushed bevel pinion type supported on removable front carrier. Gears, Chrome Vanadium steel, heat-treated. Eight roller bearings used in rear axle. Solid propeller shaft enclosed in torque tube. Emergency brake, internal expanding—shoe 2 inches wide. Service brake, external contracting—band $2\frac{1}{4}$ inches wide. Both act on rear wheel drums 14 inches in diameter. Equalizers on brake pull rods.

Front Axle—"I" section drop forging—heat-treated. Chrome Vanadium steel adjustable tie rod.

Springs—Chrome Vanadium steel. Front—semi-elliptic, $35\frac{1}{2}$ inches long. Rear—three-quarter elliptic. Lower—43 inches long. Upper— $17\frac{1}{4}$ inches long.

Steering Gear—Irreversible, worm and worm wheel type—on left side of chassis—fitted with 17-inch wheel. Ball and spring socket steering gear arm connecting rod.

Wheels—12 hickory spokes, front and rear. Fitted with demountable rim. Extra rim furnished.

Tires—32 x $3\frac{1}{2}$ inches all around—plain tread front—Non-skid tread rear. (Sedan and Coupe 33" x 4".)

Upholstery—Real grain leather, stuffed with natural curled hair.

Fenders—Pressed steel, attractive crowned design. Linoleum covered, aluminum bound, running boards. Radiator splash shield.

Wheelbase—114 inches.

Tread—56 inches.

Windshield—Clear vision, rain vision, ventilating.

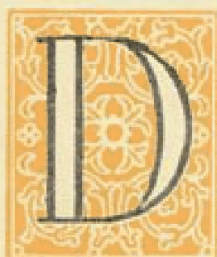
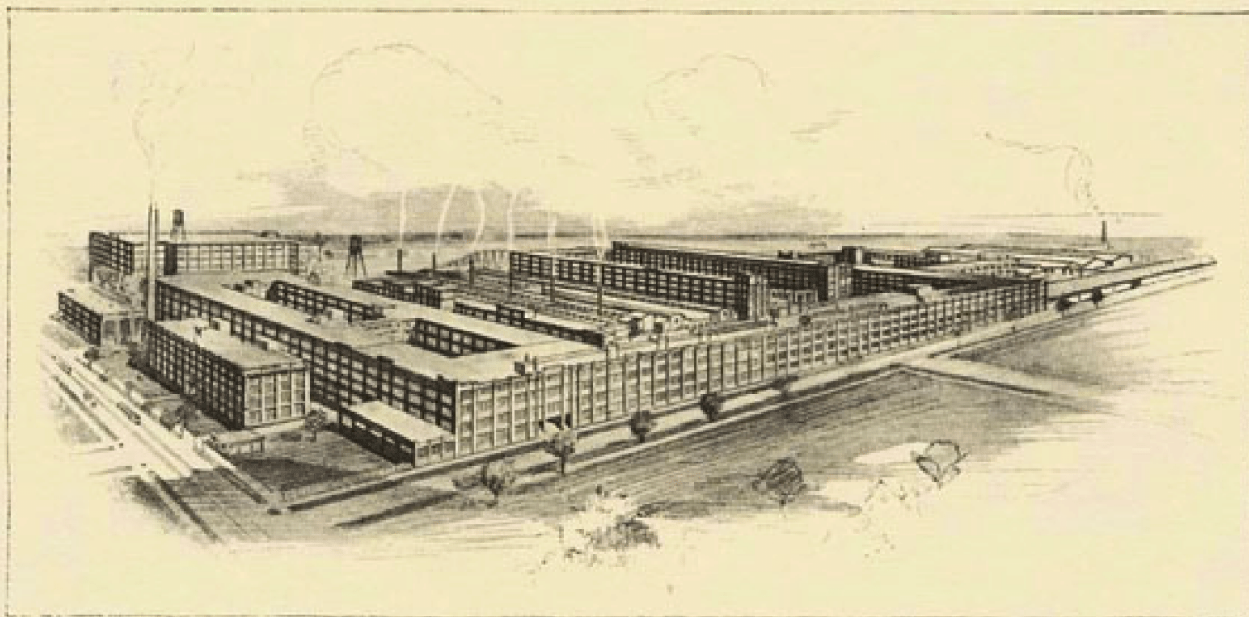
Top—One-man type with Jiffy side-curtains and dust hood.

Lamps—Electric; two headlights with dimmer, tail lamp and dash light.

Equipment—Electric horn, robe rail, foot rail, license brackets, tire pump, jack, tool kit, tire carrier with demountable rim.

Shipping Weight—Touring Car, 2335 lbs; Roadster, 2240 lbs; Winter Touring Car, 2500 lbs; Winter Roadster, 2230 lbs; Sedan, 2690 lbs; Coupe, 2400 lbs.

Price—Standard Touring Car or Roadster, \$785; in Canada \$1100. Winter Touring Car or Winter Roadster, \$950; in Canada, \$1335. Sedan or Coupe, \$1185; in Canada, \$1685. All prices f. o. b. Detroit.



ODGE BROTHERS' WORKS is a small city in itself.

Any figures attempting to convey an idea of size are unsafe, because of continuous expansion.

At this writing the floor space of the buildings totals more than 72 acres.

There are, in addition, many thousand feet of shipping docks, and vast yards for the handling and storage of materials and for testing the finished cars.

Practically every process that enters into the production of a motor car is performed within the boundaries of Dodge Brothers' works.

Foundries, drop forge shops, machine shops, paint shops, upholstery shops, body-building shops, testing and chemical laboratories—all these and many other departments make up the great plant at Detroit.

The whole is permeated by the spirit of manufacturing accuracy and precision which actuates the two owners of the business; and which is made manifest in the efficiency, economy and long life of their product.

Efficiency engineers, and experts on manufacturing methods, who have examined into the production of Dodge Brothers Motor Car, unite in declaring the plant to be one of the greatest manufacturing institutions in the world.

The demand for the car has always been in excess of capacity.

But this demand has never been permitted to carry production beyond the point where each car ceased to be the subject of careful and scrupulous scrutiny and workmanship.

Production has grown only as the plant facilities have grown. Construction work at the plant has practically been continuous for the last two years.

The material which enters into the construction of Dodge Brothers cars is subjected to repeated tests to safeguard its quality.

Samples are rigidly tested before the purchase. The crude material is tested again upon receipt. The finished parts are tested. And the completed car is given a track test of unusual thoroughness.

Dodge Brothers are their own severest critics, and they will never wait for the public to ask for a better car from them.

They try to anticipate—to travel ahead—to give even more than is expected.

No material, no part, and no accessory is barred from Dodge Brothers Motor Car because it is too high priced.

The only question asked, the only proof demanded, is of its goodness.

When the car was designed, its parts were charted and chosen according to quality, with a total disregard of price.

That policy still prevails, only it has been intensified.

No source of supply can have too high a standard for Dodge Brothers—nothing too good can be offered for Dodge Brothers Motor Car.

That policy, plus the process of research, test, refinement and proof, make for continuous progress. Dodge Brothers reserve the right to make changes or improvements in the construction or equipment of their product at any time with-

out obligating themselves to install the change or changes on any cars previously sold.

